

# STRATEGIC PLAN 2000

## TABLE OF CONTENTS

Introduction .....	3
Strategic Planning Process .....	4
LATC External Environment.....	5
Strategic Issues.....	6
Mission .....	8
Vision .....	8
Goals.....	9
Needs of Consumers, Customers, Licensees .....	10
Action Plan .....	11
Appendices .....	16
A. LATC Accomplishments.....	17
B. Market Conditions Assessment Action Plan .....	21
C. Communications Plan .....	24

## introduction

Effective January 1, 1998 the California Architects Board (CAB) assumed responsibility for regulating the profession of landscape architects. Under the enabling legislation (AB 1546 – Chapter 475, Statutes of 1997), the California Legislature created a Landscape Architects Technical Committee which acts in an advisory capacity to the CAB. The technical committee, which consists of five professional members, performs such duties and functions which have been delegated to it by the CAB. The technical committee assists the CAB in the examination of candidates for a landscape architect's license and, after investigation, evaluates and makes recommendations regarding potential violations of the landscape architects laws. It is also charged with the duty to investigate, assist, and make recommendations to the CAB regarding the regulation of landscape architects in California.

The laws and regulations addressing the practice of landscape architects benefit two primary categories of people.

**First, regulation protects the public at large.** The primary focus of a landscape architect is to create ways in which people can safely interact with their environment. The practice of landscape architecture means planning and designing the use, allocation and arrangement of land and water resources, through the creative application of biological, physical, mathematical, and social processes as it relates to safeguarding the public. Landscape architectural services include:

- Consultation, research and assessment, selection and allocation of land and water resources;
- Formulation of graphic and written criteria to govern the planning and design of land construction development programs including a) the preparation, review and analysis of master, site, subdivision and land development plans and b) reconnaissance, planning, design, preparation of drawings, construction documents and specifications and responsible construction observation;
- Design coordination and review of technical submissions, plans, and construction documents;
- Land preservation, restoration, conservation, reclamation, rehabilitation, management and development;
- Feasibility and site selection studies, cost estimates, reports and site selection for developments;
- Site analysis, integration and determination of settings, grounds and location of buildings, structures, transportation systems and environmental systems;

- Analysis and design of grading and drainage, stormwater management, irrigation, systems for erosion and sediment controls, and pedestrian and vehicular circulation systems;
- Design and placement of site improvements, including site amenities, plantings and exterior lighting layout;
- Analysis, design, construction and management of wetlands; and
- Analysis of the causes and effects of natural disasters such as firestorms, floods, and earthquakes, and rebuilding after such disasters.

**Second, regulation protects the residential consumer of services rendered by landscape architects.** In such cases, it is essential to ensure that those who hire landscape architects are not victimized by incompetent or dishonest practitioners.

The practice of landscape architecture contributes to California's desire for a quality natural environment and a sustainable pattern of economic development upon the land. As marketplace conditions change, it is the role of the LATC to monitor and respond to those changes that impact the health, safety and welfare of the public.

## STRATEGIC PLANNING PROCESS

The interim Landscape Architects Advisory Council held two strategic planning sessions on October 29-30, 1997 and November 19-20, 1997. At the completion of these sessions, the Council had defined its mission and vision statements, identified three key strategic issues and had begun to identify specific goals in furtherance of its mission.

Legislative authority for the formation of the permanent Landscape Architects Technical Committee (LATC) was established on January 1, 1998. The LATC held its first meeting on April 16, 1998 at which time it evaluated the draft strategic plan developed by its predecessor and continued its refinement. At the completion of the April 1998 strategic planning session, the LATC had formally adopted its mission, vision and key issues and prioritized its goals.

This document is the result of a February 2000 LATC meeting, the third round of strategic planning activities conducted by the LATC since 1997. The resulting revised strategic plan was submitted to the California Architects Board (CAB) for review and approval.

The development of a strategic plan for the LATC is ongoing. Once the main elements of the plan are approved by the CAB, the LATC will develop specific action plans for each objective.

The LATC will continually measure its performance in attaining its goals. To accomplish this, the LATC will monitor a set of performance measures that represent consumers' and other clients' desired outcomes with respect to landscape architectural services.

## L A T C EXTERNAL ENVIRONMENT

In developing its strategic plan, LATC must assess the external factors which it views as significantly impacting the field of landscape architecture in general and LATC's mission in particular. Seven major factors have been identified:

### CHANGES IN PRACTICE

- Increasing average firm size
- Shortage of qualified landscape architects, especially in California
- Expanded use of contract labor

### PROFESSIONAL COLLABORATION

- Landscape architects have become essential members of professional architecture and engineering consultant teams

### PUBLIC/CLIENT RELATIONS

- Public has a greater awareness of what landscape architects do
- Greater expectations for landscape architects to contribute to the public good, to meet environmental quality goals, and to garner community support
- Increasing client expectations for cost control, timely project delivery, agency processing, etc.

### PROFESSIONAL DEVELOPMENT

- Landscape architects placing greater emphasis on professional development and continued competency
- Increasing knowledge base and specialty expertise
- Increasing knowledge base and specialty expertise
- Getting more "contextual design" projects that offer the opportunity to apply environmental science principles

#### TECHNOLOGY

- Continuing/expanding use of technology (e.g., CAD, GIS, electronic plan checking, smart permits, etc.)
- Technology offers an opportunity to have a “practice without presence” and a stronger global influence impacting the way landscape architects and staff are supervised

#### PROJECT EMPHASIS

- Growth pressure throughout California offers opportunities to address urban/agriculture interface, water issues, toxins, transportation, transit-oriented development
- Transfer of wealth to baby boom generation (who have high lifestyle expectations and are seeking sense of place) and to Generation X

#### GOVERNMENT

- Greater number of government services being offered via the internet (“e-government”)

## STRATEGIC ISSUES

While discussing the external environment, a number of strategic issues were identified by LATC in the areas of education, examinations, professional qualifications, communications, enforcement, public and professional awareness, and organizational effectiveness. LATC recognizes that these broader issues are interrelated and require focused attention.

#### EDUCATION

- Promoting continuing education for landscape architects
- Supporting accreditation of approved extension certificate programs

#### EXAMINATIONS

- Evolving nature of the exam with respect to national and state requirements, expense, and pass rate

## PROFESSIONAL QUALIFICATIONS

- Defining the future of the profession with regards to impact on education, impact on regulations, etc.
- Articulating the requirements of contemporary landscape architecture practice
- Ensuring adequate candidate preparation
- Ensuring an adequate supply of landscape architects to address California issues

## ENFORCEMENT AND SAFETY

- Enforcing rules and regulations
- Defining responsible control for landscape architects
- Conducting consumer complaint analysis
- Identifying unlicensed practitioners and lapsed licensees (people on the edge) and determining what impact this has on public health, safety, and welfare

## PUBLIC AND PROFESSIONAL AWARENESS

- Enhancing professional relationships (CCASLA, CLARB)
- Developing reciprocal relationships with other professions
- Maintaining communication with licensees (both landscape architects and CAB) regarding knowledge of LATC

## ORGANIZATIONAL EFFECTIVENESS

- Preparing for upcoming sunset review
- Attracting future LATC members

## MISSION

The mission of the Landscape Architects Technical Committee is to regulate the practice of landscape architecture in a manner which safeguards the well-being of the public and the environment by:

- Ensuring appropriate requirements for licensure as a landscape architect
- Establishing and enforcing the laws, regulations, codes and standards governing the practice of landscape architecture;
- Requiring that any person practicing or offering to practice landscape architecture be licensed;
- Informing the public and other entities about the profession and standards of practice; and
- Providing an effective means for resolving consumer complaints.

## VISION

Through creativity, imagination and innovation, the Landscape Architects Technical Committee ensures that landscape architects provide high quality professional services to safeguard the public and protect as well as enhance the environment.

## GOALS

The LATC has established four goals as a framework for organizing the strategic plan.

### REGULATION AND ENFORCEMENT

Protect consumers through effective regulation and enforcement of laws, codes and standards affecting the practice of landscape architecture.

### PROFESSIONAL QUALIFICATIONS

Ensure that landscape architects are qualified to practice by setting and maintaining equitable requirements for education, experience and examinations.

### PUBLIC AND PROFESSIONAL AWARENESS

Improve professional and public awareness and understanding of the profession, and provide opportunities for consumer and professional input to LATC's mission, activities and services.

### ORGANIZATIONAL EFFECTIVENESS

Build a strong, unified organization that attracts new members, satisfies customers, and strengthens relationships with other collateral professional organizations.



## NEEDS OF CONSUMERS, CUSTOMERS AND LICENSEES

LATC has different constituencies who depend on it for meeting their various needs. LATC constituencies include the following:

Group	Group Needs
Licensees	<ul style="list-style-type: none"><li>➤ Fair enforcement</li><li>➤ Policing of practice</li><li>➤ High standards of competency and equitable licensing</li></ul>
Public (clients, users, general public)	<ul style="list-style-type: none"><li>➤ Qualities of competency</li><li>➤ Assurance of recourse</li><li>➤ Stewardship/environmental protection/ and safety</li><li>➤ Information on contracting with landscape architects</li></ul>
Students	<ul style="list-style-type: none"><li>➤ Information</li><li>➤ Coordinating with schools to communicate licensure and practice requirements</li></ul>
Candidates	<ul style="list-style-type: none"><li>➤ Fair exams</li><li>➤ Timely response to requests</li><li>➤ Quality, accurate and relevant information</li></ul>
Building Officials	<ul style="list-style-type: none"><li>➤ Maintaining and policing standards</li><li>➤ Information on practice standards for landscape architects</li></ul>
Legislators	<ul style="list-style-type: none"><li>➤ Clear definition of standards</li></ul>

## ACTION PLAN

The Action Plan is a dynamic framework for the many activities the LATC performs in promoting and meeting its goals. The goals and objectives are assigned to committees, subcommittees, task forces, staff, or individuals as appropriate who create more detailed action plans in order to meet the goals and objectives set by the Committee.

Regulation and Enforcement.....	12
Professional Qualifications.....	13
Public and Professional Awareness.....	14
Organizational Effectiveness.....	15

# REGULATION AND ENFORCEMENT

GOAL: Protect consumers through effective regulation and enforcement of laws, codes and standards affecting the practice of landscape architecture.

## Ongoing Responsibilities

---

Analyze consumer complaints.

---

Review and update the Landscape Architect Practice Act and Regulations to keep pace with changes in practice.

Objectives	Target Date
1. Adopt regulations regarding citations and the assessment of civil penalties.	May 2000
2. Adopt amended regulations on disciplinary guidelines.	September 2000
3. Develop policy and procedures for the use of technical witnesses in the complaint handling process.	July 2000
4. Assess extent of unlicensed activity and recommend appropriate course of action.	January 2001
5. Assess extent to which definition of responsible control is a problem and recommend appropriate course of action.	January 2001
6. Develop a procedure for reporting judgements filed against landscape architects in excess of \$5,000.	January 2001
7. Amend statutory limit on reporting judgements.	January 2002

# PROFESSIONAL QUALIFICATIONS

GOAL: Ensure that landscape architects are qualified to practice by setting and maintaining equitable requirements for education, experience and examinations.

## Ongoing Responsibilities

Ensure that no artificial barriers are created restricting the supply of qualified landscape architects.

Ensure national and state exams are kept current and meet California requirements.

Work toward national and international recognition of the landscape architect license.

Objectives	Target Date
1. Adopt regulations for notification of examination results and inspection of examinations.	May 2000
2. Design and implement a supplemental exam to test for competency of practice in California.	May 2000
3. Review and update requirements and procedures assuring that Approved Extension Certificate Programs in Landscape Architecture meet regulatory requirements.	December 2000 for
4. Conduct evaluations of Approved Extension Certificate Programs in Landscape Architecture using updated requirements and procedures.	June 2001
5. Explore alternative ways of ensuring continued competency of landscape architects; determine a method for educating licensees on specific issues of practice in California.	January 2002

## PROFESSIONAL AND PUBLIC AWARENESS

GOAL: Improve professional and public awareness and understanding of the profession, and provide opportunities for customer and professional input to LATC's mission, activities and services.

### Ongoing Responsibilities

Maintain effective communication with LATC customers, including licensees, clients, general public, students, candidates, and building officials.

Objectives	Target Date
1. Update consumer's guides.	April 2000
2. Review and update LATC communications plan (see Appendix C).	June 2000
3. Update candidate handbook.	June 2000
4. Disseminate firescape publication.	June 2000
5. Develop pamphlets for landscape architects on Uniform Building Code (1997/1998).	October 2000
6. Develop and implement an ongoing process for identifying and distributing publications to constituency groups on issues related to public health, safety and welfare.	December 2000
7. Establish ongoing dialog involving landscape architecture schools and the practice.	January 2001
8. Design and conduct focus groups evaluating the performance of landscape architects.	June 2001
9. Conduct and analyze licensee survey.	January 2002
10. Develop pamphlet on the year 2000 building code.	June 2002

# ORGANIZATIONAL EFFECTIVENESS

GOAL: Build a strong, unified organization that attracts new members, satisfies customers, and strengthens relationships with other collateral organizations.

## Ongoing Responsibilities

---

Improve customer service including timeliness, cost-effectiveness and efficiency of operation.

---

Encourage licensee participation in LATC.

---

Maintain ongoing relationships with allied professional organizations including CLARB, LAAB and ASLA.

Objectives	Target Date
1. Develop action plan to improve communications with CCASLA with regard to soliciting support for LATC programs and regulatory activities.	May 2000
2. Analyze CLARB-related issues and develop an LATC strategy and policy for addressing these issues.	July 2000
3. Submit sunset review report.	May 2002

## APPENDICES

A. LATC Accomplishments .....	17
B. Market Conditions Assessment .....	21
C. Communications Plan.....	24

## LATC ACCOMPLISHMENTS

### LANDSCAPE ARCHITECTS TECHNICAL COMMITTEE

The Landscape Architects Technical Committee (LATC) elected Richard Zweifel as chair and Sandra Gonzalez as vice-chair at its meeting on August 31, 1999. Other Committee members include Linda Gates, Dennis Otsuji and David Tatsumi.

The LATC met on the following dates and locations in 1999:

February 5, 1999	La Jolla
May 7, 1999	Sacramento
August 31, 1999	Sacramento
December 10, 1999	Sacramento

### STRATEGIC PLAN

On November 15, 1999, the LATC contracted with Moore, Iacofano and Goltsman to facilitate updating its strategic plan during fiscal years 1999/00 and 2000/01. The first planning session was held on December 10, 1999. A two-day retreat was held on February 11-12, 2000 in Berkeley, California.

### BUDGET AUGMENTATION

Three Budget Change Proposals (BCP's) were approved for fiscal year 1999/00 (July 1, 1999 - June 30, 2000) to fund the following activities:

- To provide the LATC with resources to contract with an examination expert to perform continuous examination development.
- To provide the LATC with the resources to contract with experts in publishing, website design and maintenance.
- To redirect money within the LATC's budget to establish a permanent Office Technician position to provide ongoing clerical support for the program.

A BCP, in the amount of \$58,000, was approved for fiscal year 2000/01 to provide resources to contract with an outside consultant to conduct a market conditions assessment by utilizing focus groups representative of targeted market segments.



## LEGISLATION

Assembly Bill 1678, signed into law effective January 1, 2000, amended Business and Professions Code section 5616 to comply with statutory requirements that practitioners notice the public that they are licensed by the state. The bill updated and simplified the required elements in a written contract between a landscape architect and his or her client.

## CITATION REGULATIONS

At its August 31, 1999 meeting, the LATC granted preliminary approval of proposed amendments to California Code of Regulations (CCR) section 2630 and adoption of CCR sections 2630.1, 2630.2, and 2630.3 relating to citations and administrative fines. The regulatory package was published by the Office of Administrative Law (OAL) on November 19, 1999. A public hearing was held in the Board office on January 4, 2000. The regulations were approved by the CAB in March 2000. The rulemaking file will be submitted to OAL in May 2000.

## DISCIPLINARY GUIDELINES

On December 10, 1999, the LATC granted preliminary approval for the adoption of a regulation amendment to Title 16, Division 26, California Code of Regulations, Section 2680, Disciplinary Guidelines. This amendment will incorporate by reference the Rules of Professional Conduct by updating the revision date of the guidelines from July 1994 to the year 2000. In addition, the disciplinary guidelines are being revised, modeled after CAB's, to include recent updates to the Landscape Architects Practice Act and standard and optional conditions of probation. The regulatory package was completed and forwarded to OAL for publication in March 2000.

## EXAMINATION TRANSITION CREDIT

A regulatory change which specifies the credit to be given for sections of the Landscape Architect Registration Examination (LARE) administered in December 1998 for corresponding sections of the LARE given on or after June 1999, took effect on January 26, 1999. A second regulatory change, which specifies that a candidate shall receive credit for Section C of the LARE administered on or after June 1999 only if the candidate passed both sections 3 and 4 of the LARE administered on or before December 31, 1998, also took effect on January 26, 1999.

## EXAMINATION FEE SCHEDULE

A regulatory change to the Examination Fee Schedule became effective February 3, 1999 and was implemented for the June 1999 Licensing Examination. The fee change requires candidates to pay a \$35 application fee and a separate fee only for each section of the examination taken.

## EXAMINATION REVIEW POLICY

At its August 31, 1999 meeting, the LATC granted preliminary approval of proposed regulatory language to allow for the review of failed graphic performance sections of the examination and give the LATC authority to charge a fee for such reviews. The regulatory package was published by OAL on November 12, 1999 and the public hearing was held on December 27, 1999. Written comments were received requesting that reviews be held in both northern and southern California. The LATC agreed with this suggestion and modified the language to include reviews in both northern and southern California. At its meeting on January 14, 2000, the CAB authorized the executive officer to issue final approval of the proposed regulations provided no comments were received during the 15-day comment period for the modified text which either opposed or recommended changes. The rulemaking file was approved by the Director of the Department of Consumer Affairs (DCA) in March and sent to OAL. OAL approved the regulations which became effective upon filing with the Secretary of State on May 5, 2000.

## RULES OF PROFESSIONAL CONDUCT

Rules of Professional Conduct covering issues of competence, full disclosure, conflict of interest, and copyright infringement became effective on May 21, 1999.

## EXAMINATION RESULTS

On June 14 - 16, 1999, 595 sections of the LARE were administered to 200 candidates and the California Landscape Architects Licensing Examination was given to 7 reciprocity candidates. Thirty-seven LARE candidates and 5 reciprocity candidates passed and became eligible for licensure to practice landscape architecture in California.

A total of 204 sections of the LARE were administered to 130 candidates and the California Landscape Architects Licensing Examination was administered to 9 reciprocity candidates on December 6 and 7, 1999. Thirty-one LARE candidates and 7 reciprocity candidates passed and became eligible for licensure to practice landscape architecture in California.

## CANDIDATE HANDBOOK

A candidate handbook - "A Guide to Landscape Architectural Licensing in California" was approved by the LATC on February 5, 1999 for distribution to candidates interested in applying for licensure in California. The handbook provides information regarding the LATC, eligibility requirements, an overview of the LARE and California Landscape Architects Licensing Examination, and other procedural requirements. The handbook is updated as changes in regulations or the examinations occur to ensure that accurate information is available to assist candidates as they pursue licensure.

## CONSUMER'S GUIDES

Three consumer's guides for selecting a landscape architect, covering residential, private and public sector projects were prepared in 1999 by a task force consisting of two LATC members and two landscape architects. The guides were approved by the LATC at its meeting on December 10, 1999. Several California images are being selected for inclusion in the guides. Once waivers are obtained from the appropriate sources, the guides will be printed and published in early 2000.

## LATC WEB PAGE

The LATC first published its web page in mid-November 1998 and continuously updated it throughout 1999. Information available on the site includes the Landscape Architects Practice Act and statutory/regulatory changes; the candidate handbook and other examination materials and applications; meeting schedules and locations; newsletters; information on the Americans with Disabilities Act; and e-mail capabilities.

# MARKET CONDITIONS ASSESSMENT ACTION PLAN

As a special project, LATC will perform a Market Conditions Assessment to determine the adequacy of the testing and qualification process for landscape architects. The assessment is divided into three parts: client focus groups, licensee survey, and dialog with landscape architecture educators.

## CLIENT FOCUS GROUPS

Client focus groups will be conducted to gain insight into current aspects of the landscape architecture profession and practice. Discussions will focus on the following areas:

- Identify landscape architecture strengths and weaknesses;
- Understand deficiencies (weaknesses) in depth;
- Map out professional responsibilities, especially overlaps and problems;
- Evaluate preparation of landscape architects;
- Determine whether landscape architects are meeting expectations;
- Evaluate LATC (strengths and weaknesses, role, customer service questions);
- Identify professional trends;
- Assess impact of technology; and
- Assess landscape architecture skill set and determine what skills are needed.

LATC will conduct six focus groups with equal representation from the northern and southern areas of the state. The focus groups will include 8-12 participants who will meet in 4 hour sessions. One pre-session will be held to test focus group questions.

## FOCUS GROUP PARTICIPANTS

To provide a wide variety of perspectives on the profession, the focus groups will draw from six different consumer groups: landscape architects; allied professionals; residential clients; insurance agencies; candidates, students and pre-candidates; and city and county staff. Below is a listing of the consumer groups and subcategories showing the diversity within each group. LATC will strive to include a diverse sample within each group.

*Landscape Architects*

- Licensees
- Organizations
  - LAAB
  - ASLA
  - CELA
  - CLARB
- Public/Private firms
- Geographic areas
- Demographic diversity
- Level of responsibility

*Allied Professionals (public and private sector)*

- Architects
- Engineers
- Environmental science
- Arborists
- Foresters

*Residential Clients (property management/homeowners association reps)*

- Geographic diversity
- Product type
- Scale
- Multi-disciplinary

*Insurance representatives*

- Attorneys
- Forensic landscape architects

*Candidates, pre-candidates and students*

- Geographic diversity
- Age

*City/county representatives*

- As clients - geographic, disciplinary and size
- As regulators - including building officials
- Urban design and environmental planning
- School representatives

## SCHEDULE

The Client Focus Groups will be conducted over a 6-month period. Recruitment and focus group design will occur during the fall 2000. The focus groups will be conducted during winter 2000/01 and the results analyzed and the final report written by June 2001.

## LICENSEE SURVEY

The second component of the Market Conditions Assessment is a licensee survey. The survey is intended to gather data regarding the following information:

- Scope of practice
- Practice issues (e.g., responsibility and control)
- Reciprocity
- Trends (professional development, continuing education)

The licensee survey will be completed by January 2002.

## DIALOGUE WITH LANDSCAPE ARCHITECTURE EDUCATORS

Engaging in a dialogue with landscape architecture educators is the third component of the Market Conditions Assessment. The purpose of the dialogue is to gain insight into the changing aspects of the landscape architecture curriculum as well as student needs and preparations for employment.

## FURTHER IMPLICATIONS

By conducting the Market Conditions Assessment, LATC anticipates further implications for aligning the landscape architecture profession with the LATC mission. For example, recommendations for change may be proposed in such areas as landscape architecture curriculum, continuing education requirements, the accreditation process, or exams.

# COMMUNICATIONS PLAN

To support its strategic priorities, LATC conducts information and outreach activities. This plan presents key messages, existing communication channels, and preliminary strategies for improving external communications.

## OBJECTIVES

The LATC Communications Plan seeks to achieve the following objectives:

- Provide/protect consumers.
- Provide information to licensees regarding standards of practice, their legal and regulatory responsibilities.
- Disseminate factual information.
- Obtain feedback from licensees to improve overall operations.
- Build confidence of landscape architecture professionals.
- Maintain consistency

## AUDIENCES

LATC provides information to six main audiences:

- Consumers (clients of landscape architects)
- Professionals (licensed landscape architects)
- Candidates (students and examinees)
- Public Agencies
- Schools
- Professional Organizations

## MESSAGES AND KEY INFORMATION

The LATC Communications Plan will provide the following messages and key information to the six main audiences:

### CONSUMERS (CLIENTS OF LANDSCAPE ARCHITECTS)

Consumers need information on how to choose the right landscape architect and how to address complaints during or after projects.

## **P**ROFESSIONALS (**L**ICENSED **L**ANDSCAPE **A**RCHITECTS)

Licensed professionals require up-to-date information to stay current in the field and provide quality landscape architectural services. Important information includes:

- > Enforcement procedures
- > Laws and regulations
- > Information that affects the public's health, safety and welfare

## **C**ANDIDATES (**S**TUDENTS AND **E**XAMINEES)

Candidates for examinations and those considering the profession need accurate, timely information. Students need information and guidance about the necessary requirements of the practice of landscape architecture, and exam candidates need detailed information to avoid costly mistakes. Other important information includes:

- > List of accredited and nonaccredited schools
- > Licensing costs

## **P**UBLIC **A**GENCIES

Public agencies need to have access to information on addressing complaints and problems and know that they are partners with the LATC in securing the public health, safety and welfare.

## **S**CHOOLS

Schools with landscape architectural programs need to have practice, licensure and candidate information.

## **P**ROFESSIONAL **O**RGANIZATIONS

Professional organizations, including CLARB, ASLA, LAAB, and CELA, and other state boards, need to be kept informed of LATC activities which may impact their organizations and the industries they represent. These organizations and LATC need opportunities to exchange information.

## **C**URRENT AND **F**UTURE **C**OMMUNICATION **E**FFORTS

LATC members feel that communication efforts towards professionals and candidates are generally good while efforts towards consumers, public agencies, schools, and professional organizations need more focus and attention.



## ACTIONS

In view of this assessment, LATC members recommend the following actions:

- Increase website interactivity/"chat" with technical news items with FAQ's.
- Promote website by including it on all collateral materials and print communications.
- Implement LATC speakers' bureau (coordinate with CLARB Outreach 2000 Program).
- Prepare LATC PowerPoint presentation (coordinate with CLARB Outreach 2000 Program).
- Post strategic plan on the web, highlighting key issues.
- Create a LATC poster.
- Expand distribution of consumer's guides to allied professionals.
- Monitor communications plan's effectiveness.

## COMMUNICATION TOOLS

LATC will utilize the following communication tools to reach the target audiences identified above:

- Website
- Newsletters
- Candidate handouts
- 3 consumer's guides
- Committee participation
- Rules and regulations
- Inserts
- Articles
- Joint meetings
- Speaker's bureau
- Media presentations